



Housing Plan Implementation Committee

Date: May 6, 2021

Time: 7:30 PM to 9:00 PM

Location: Conducted via remote participation

To join this Zoom meeting, visit: <https://town-arlington-ma-us.zoom.us/j/97132473356>
or Join by phone +16468769923,,97132473356# US (New York)

Meeting ID: 971 3247 3356

Members of the public are asked to send written comment to:

jraitt@town.arlington.ma.us.

Additional documents regarding the below agenda items will be posted to the calendar notice on the Town's website:

<https://www.arlingtonma.gov/Home/Components/Calendar/Event/26091/18>.

Agenda

1. Preamble to remote meetings and ground rules for online meetings
2. Housing Production Plan
 - a. Consultant Introductions
 - i. Barrett Planning Group
 - ii. Horsley Witten Group
 - b. Presentation & Discussion
 - i. HPIC's Charge
 - ii. Project Timeline
 - iii. Community Engagement Plan
 - iv. Planning for Upcoming Focus Groups and Community Forum

Meetings: June 3, July 1, August 5, September 2, October 7, November 4, December 2

Arlington Housing Production Plan Community Engagement Plan

This Community Engagement Plan is an internal working document used by the consultant team, Advisory Committee (Housing Plan Implementation Committee/HPIC), and the Town of Arlington to guide public outreach and communications in coordination with major project milestones for the Housing Production Plan. All dates are subject to change.

Key Project Information

Timeline	April 2021 to October 2021
Staff Contact	Jenny Raitt jraitt@arlington.ma.us 781-316-3091
Advisory Committee	Housing Plan Implementation Committee
Consultants	Barrett Planning Group LLC Judi Barrett; judi@barrettplanningllc.com Alexis Lanzillotta; alexis@barrettplanningllc.com Horsley Witten Group Nate Kelly; nkelly@horsleywitten.com Jeff Davis; jdavis@horsleywitten.com

Timeline of Community Engagement

ESTABLISHMENT OF ADVISORY COMMITTEE

Timeline: Complete

The Town will finalize the identification of the Housing Plan Implementation Committee (HPIC) as the de facto Advisory Committee, with the possibility of bringing on additional members if needed.

ADVISORY COMMITTEE MEETING #1

May 6, 2021

During this first committee meeting, BPG/HW will:

- Discuss the HPIC's charge and individual roles;
- Provide a project timeline;
- Review Work Plan (to be given to HPIC in advance);

- Review question(s) for first virtual engagement opportunity; and
- Discuss focus groups and community forum

WEBPAGE UPDATE & ONLINE ENGAGEMENT OPPORTUNITY

Timeline: Coinciding with Press Release

The HPIC's webpage should serve as a clearinghouse for project updates so that there is one agreed-upon place to direct people with questions. To start, the page should include:

- A brief outline of the project, including primary contact information, list of HPIC members, consultant information, and a project timeline;
- A link to an online Q+A opportunity (e.g., Padlet; Google Form) with question(s) for public response; and
- Save-the-Date information about first community meeting.

BPG will prepare a large poster to be displayed in designated areas (depending on what is open to the public) that will include a QR code taking people to the HPIC webpage. This should be displayed at minimum from when the page is ready for public eyes until the first community meeting.

PRESS RELEASE #1

Timeline: By May 12, 2021

The first press release will explain the project, share the webpage, and promote June's three housing forums.

FOCUS GROUPS

Timeline: Invitations out following press release; focus Groups conducted prior to Community Meeting

BPG/HW will conduct virtual, by-invite focus groups and interviews over a three-day period. Participants will be given several times to choose from and receive questions in advance. BPG/HW will provide a summary of takeaways to Town staff and the HPIC within two weeks after the focus groups.

COMMUNITY MEETING #1 – HOUSING NEEDS

June 2, 2021

Town staff will introduce the project, HPIC, and consultants to attendees, and then the consultants will present existing conditions (including the current HPP and work achieved to date), a description of an HPP, community demographics, and Arlington's housing profile, as well as initial takeaways from focus groups and feedback from the online Q+A. The meeting will include ample opportunities for public input, including polls and breakout group discussions facilitated by the consultants and HPIC members comfortable with leading a group. Barrett Planning Group will prepare the presentation, a draft agenda, and a flyer or graphic for distribution. At minimum this should be used in social media posts, but can also be printed and distributed by HPIC members.



ADVISORY COMMITTEE MEETING #2

Timeline: June 3, 2021 (Scheduled HPIC Meeting)

During this meeting, BPG/HW will:

- Discuss feedback provided through focus groups, the online Q+A, and the first community meeting;
- Present preliminary Needs Assessment findings; and
- Discuss online implementation survey (to be launched following second community meeting).

MAJOR PROJECT MILESTONE

Preliminary Needs Assessment Complete by June 10, 2021

Barrett Planning Group will provide the HPIC and Town Staff with a Comments Resolution Matrix to provide feedback on the Needs Assessment.

COMMUNITY MEETING #2 – HOUSING GOALS

June 16, 2021

The second community meeting allows BPG/HW to present findings from the Needs Assessment and share Draft Goals. Participants will be able to provide input during the meeting. Barrett Planning Group will prepare the presentation, a draft agenda, and a flyer or graphic for distribution. At minimum this should be used in social media posts, but can also be printed and distributed by HPIC members.

COMMUNITY MEETING #3 – HOUSING STRATEGIES

June 30, 2021

BPG/HW will present draft strategies to the public, including an overview of the public input and that led to the development of the strategies. Barrett Planning Group will prepare the presentation, a draft agenda, and a flyer or graphic for distribution. At minimum this should be used in social media posts, but can also be printed and distributed by HPIC members.

PRESS RELEASE #2/WEBPAGE UPDATE

Timeline: By June 30, 2021

The second press release will promote the implementation survey. This press release will also serve as an update to the project/HPIC webpage.

ONLINE IMPLEMENTATION SURVEY

Timeline: Launched July 1, 2021; Open for Two Weeks

This survey will outline draft goals as well as strategies for consideration. Respondents will be asked to rank strategies, and the findings of this survey will inform the draft implementation plan.

BPG will prepare a large poster to be displayed in designated areas (depending on what is open to public) that will include QR codes taking people to the survey and the project/HPIC webpage. This should be displayed during the two weeks that the survey is open.

MAJOR PROJECT MILESTONE

Draft Preliminary Needs Assessment, Goals, and Strategies Complete by July 19, 2021

Barrett Planning Group will provide the HPIC and Town Staff with a Comments Resolution Matrix to provide feedback on the Draft Needs Assessment, Goals, and Strategies.

ADVISORY COMMITTEE MEETING #3

Timeline: August HPIC Meeting

During the final advisory committee meeting, HPIC members will discuss a preliminary draft document (Needs Assessment, Goals, and Strategies).

MAJOR PROJECT MILESTONE

DRAFT Housing Production Plan by August 27, 2021

Barrett Planning Group will provide the HPIC and Town Staff with a Comments Resolution Matrix to provide feedback on the Draft Housing Production Plan.

PRESS RELEASE #3/WEBPAGE UPDATE

Timeline: Two Weeks Prior to Plan Presentation

The final press release will promote the presentation of the plan to the Select Board and Arlington Redevelopment Board. This will also serve as an update to the project/HPIC webpage.

JOINT PRESENTATION TO SELECT BOARD & ARLINGTON REDEVELOPMENT BOARD

Timeline: By End of September 2021

Barrett Planning Group will prepare the presentation and a draft agenda. Town staff will lead the presentation, with consultants available for questions.

Outreach

MEDIA OUTREACH

As outlined previously, Barrett Planning Group will draft three press releases (also to be posted to the project/HPIC webpage).

TARGETED COMMUNITY GROUPS, ORGANIZATIONS, AND TOWN DEPARTMENTS

Keeping a running list of community groups and organizations that should receive announcements about the HPP is critical. Organizations can be asked to distribute announcements to their members or post on their website, online calendar, or social media presence. This list should include those that have physical or digital newsletters or email distribution lists. Identifying an HPIC member that will be the primary contact and reach out to the group/organization will ensure that everyone is contacted. The Town and consultants will develop a list of contacts for outreach prior to the first HPIC meeting.



Methods

During the first committee meeting, BPG/HW, Town staff, and the HPIC can determine which methods will work best for this engagement. In addition to the methods outlined above, other techniques worth exploring include:

Posters: Posters are generally 24x36 or 18x24 and typically require mounting on/clipping to foam core and an easel for display at Town Hall, schools, libraries, and other locations. Barrett Planning Group can prepare and print these posters, but any printed visual materials would need to be delivered all at once and to one point of contact. As such, any posters would need to be prepared and approved at the outset of this process.

Email List: E-News can be distributed to individuals' emails collected during public input events or any other existing email lists the Town may have access to.

Email Signature: Town Staff and HPIC may consider adding brief "advertisements" to their email signatures, encouraging people to visit the project website or an upcoming public event (this would be attached to all outgoing e-mail messages).

"Arlington is updating its Housing Production Plan! Visit (HPIC webpage) to learn more!"

Town's Website: Post information/updates about the project on the Town's website and calendar of events page that directs people to the project website.

Social Media: Postings should come from the Town's Facebook page and Twitter account, and HPIC members should share directly from these posts to increase activity and visibility. A list of posts can be prepared ahead of time for continuous and consistent messaging.

Personal Announcements/Piggyback at Other Meetings: Town Staff and HPIC members frequently participate in other town meetings or community group events. Asking for an opportunity to make announcement about an upcoming event or public input opportunity can help spread the word to individuals that might not have heard otherwise.

Town Bulletin Boards/Alerts: Barrett Planning Group will be preparing flyers for the community meetings. These can be printed and displayed on bulletin boards around Town. During the first committee meeting, HPIC members and Town staff can sign up for distributing flyers for each of these events based on their community connections.

Messaging

To ensure that all Advisory Committee members are sharing the same message about the HPP and the update process, the following are primary talking points to use as an “elevator speech.” (*To be discussed and refined with HPIC.*)

- *Ensure your voice is heard!* An HPP is both data-driven and shaped by the community. Everyone is invited to participate through an open and transparent process.
- *The HPP provides guidance to Town staff, commissions, boards, and other groups on the continued progress toward the housing-related goals of the Town’s 2015 Master Plan and the 2016 HPP.* While there has been some progress toward these goals and recommendations (e.g., the establishment of an Affordable Housing Trust, zoning bylaw amendments to allow mixed-use and certain parking reductions, etc.), other zoning amendments relating to housing production were paused to allow for further public engagement. Contributing to this current effort will allow the Town to re-examine some of these previously identified strategies that have not yet been implemented and consider them with additional community input.
- *Having an approved HPP ensures that the Town’s Zoning Board of Appeals decisions on comprehensive permit applications will be deemed “consistent with local needs” under MGL Chapter 40B.* “Consistent with local needs” means the ZBA decision to deny a comprehensive permit for one or up to two years will be upheld by the Housing Appeals Committee.





Arlington Housing Production Plan Project Website Purpose & Contents

The Housing Plan Implementation Committee's webpage should be used as an information clearinghouse related to this project. As updates and resources become available throughout this process, the consultants and Town staff will produce content to publish to the page.

As a start, we suggest that the page includes:

- The press release announcing the project (forthcoming);
- An announcement about the three community forums slated for June 2, June 16, and June 30, 2021; and
- An opportunity for input such as a Google form, Padlet, or something similar with project icebreaker questions. Question possibilities include:
 - Why do people move to Arlington?
 - Are you or is anyone you know considering moving out of Arlington? If so, why?
 - Do you know anyone who has looked or is looking for housing in Arlington but cannot find something they can afford?
 - Do you hope to stay in Arlington long-term? Why or why not? What influences your decision?

HPIC members are encouraged to share the project page once it has been updated, as well as any official social media posts relating to the project. The consultant team will be working in coordination with Town staff to develop a social media schedule as the project unfolds to ensure that press releases, community forum information, survey opportunities, and more are widely available to the public. (See Community Engagement Plan for more detail.)